

Case Studies

AUBERGE RESORTS USES BENESMART TO AUTOMATE MANUAL PROCESSES AND FOCUS ON EMPLOYEE SERVICES.

Auberge Resorts is an international collection of renowned resorts including the acclaimed Auberge du Soleil in the Napa Valley, Esperanza in Los Cabos, Mexico, and Solage Hotels & Resorts. From a headquarters in Mill Valley, California, Auberge coordinates the decentralized human resources activities and operations for their geographically diverse resort properties and approximately 1500 employees. In 2006, facing a period of anticipated growth and the acquisition of several new properties, Auberge made the decision to streamline their manual benefit administration processes in order to save staff time and reduce overall costs. They wanted a solution that would enable them to spend less time on administrative activities and more time focused on high-touch activities that directly impacted their employees and their overall business objectives.

SCALING PROCESSES TO PREPARE FOR GROWTH

In 2006, Auberge was in the midst of implementing a new HRIS system. The new system was needed to support the expanding role of Auberge HR as they increased the portfolio of properties they supported, added new members to their HR staff, and expanded the workforce. According to Ursula Zopp, Vice President of Human Resources at Auberge, "It just made sense to take a look at our manual benefits administration activity at the same time. When we were a smaller company it was possible to manually audit carrier bills and handle issues on an individual basis, but that time was coming to an end."

Auberge turned to their broker to help them to identify a solution that would meet their needs and enable their projected growth. The broker completed a thorough due diligence process and recommended that Auberge take a look at the BeneSmart® – a web-based enrollment and eligibility management platform. After seeing a demo of BeneSmart, Ursula and her team knew that they had found the right technology and the right partner to back it. "Systems are great, and automation is excellent. But it won't work as well or have the impact you expect to receive if there isn't a knowledgeable team behind the technology. Benesyst offered both pieces of the equation."

BENESYST BELIEF #6 BE RESPONSIVE

We first try hard to provide the kind of service that keeps participants from needing to call with "issues." We believe that once an employee calls us, for any reason, we need to be *there*. We make sure that all issues are resolved before moving on to the next one.

AUBERGE RESORTS

www.aubergeresorts.com

INDUSTRY

Hospitality

CHALLENGES

Manual paperwork and processes required too much staff time

Carrier billing was manual, time-consuming and error prone

Acquiring new properties meant expanding benefits administration

Geographically diverse properties have different needs and benefit requirements

BUSINESS IMPACT

Thanks to BeneSmart, the Auberge HR team is able to spend more time directly interacting with employees and supporting the customer focused mission of the organization.

AUTOMATION IMPROVES EMPLOYEE SERVICE

Since implementing BeneSmart, Ursula and her team have found plenty of extra time to spend on direct employee interaction rather than managing paperwork. “Every month we were spending 5-10 hours per property to review carrier bills and reconcile the activity prior to authorizing payment. If we did find an error, it was up to us to contact the carrier and fix the issue. Now we don’t have to deal with that. BeneSmart and the Benesyst team take care of all of that for us and all we see is a single bill,” comments Zopp. Instead of auditing monthly carrier bills, Ursula’s team can now reach out to employees and serve them directly in the same “high-touch” approach that Auberge expects from employees who serve resort guests. “We need to treat employees the same way we expect them to treat customers. Great support means happy employees. Happy employees mean happy customers.”

“Thanks to BeneSmart, our HR team now focuses on programs which are more impactful to employees. HR now delivers with a high-touch approach that reflects our organizational commitment to superior customer service”

– Ursula Zopp, Vice President of Human Resources

BeneSmart is also critical to ramping up HR services when Auberge has acquired new properties. New property information and processes, new benefits plans and the new employees are easily added to BeneSmart. “Some resorts do have unique needs or processes that we need to address such as differences in pay cycles between properties. So while we share a centralized system and coordination, Benesyst can tweak BeneSmart functionality to make it work best for each property,” explains Zopp.

ABOUT BENESYST

Benesyst is an established, high technology, high performance benefit administration outsourcer. Benesyst is the creator of BeneSmart®, an industry-leading web-based (SaaS) benefit enrollment & eligibility management platform that automates key benefits management processes while equipping organizations with advanced tools to enable strategic oversight, improve bottom line results, and elevate employee engagement. Benesyst is also a best-in-class FSA, Wellness and COBRA/Retiree Continuation administrator, offering high performance and innovative solutions for these traditionally outsourced services. Our carefully selected and experienced staff combined with continual investments in communication, processing and interactive technologies provides employers with benefit outsourcing services that receive industry-leading HR and participant satisfaction ratings. By partnering with Benesyst, you are ensuring your organization’s success. Our client retention rate exceeds +97%; just one indication of the regard in which employers and the consulting community hold our services. For more information email sales@benesyst.com or phone 866.786.3366. Or visit our website at www.benesyst.net.

During their four years as a Benesyst client, Auberge has come to rely on the convenience and flexibility of the BeneSmart solution. When the Auberge FSA plan goes through non-discrimination testing or they need a census for annual renewals, aggregated or property-specific information can be easily retrieved from BeneSmart and passed to the consultant/broker. But beyond the convenience of having information close-at-hand, Zopp and her team value the quality of service that the Benesyst team provides. “Benesyst has always been willing to work with us to adapt BeneSmart to our needs. And when there’s an issue, Benesyst won’t stop working until it’s resolved. The knowledge and expertise of the team helping us is very strong. They understand that we are dealing with employees and sometimes sensitive issues and they care enough to stick with us and find great solutions when we need one,” says Zopp.

CURRENT STATE

Now on the latest version of the BeneSmart platform – BeneSmart 5.0, which was released in mid-2010 – Zopp and her staff, are certain that they made the right decision four years ago. “The hospitality industry as a whole is expecting very little near term growth as a result of the overall economic downturn. The BeneSmart solution enables us to manage costs and be highly efficient at a time when it makes a real difference to our business.”

ABOUT AUBERGE

Auberge Resorts is a collection of award-winning luxury hotels and world-class spas. Each of Auberge’s distinctive properties embodies a unique sense of style reflective of their destinations, while sharing Auberge’s signature sense of understated luxury, timeless sophistication, and warm, gracious service.